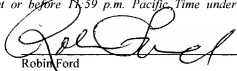


PATENT

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

*I hereby certify that this correspondence is being electronically filed with the United States Patent and Trademark Office on August 31, 2009 at or before 11:59 p.m. Pacific Time under the Rules of 37 CFR § 1.8.*

  
Robin Ford

Appl No. : 10/612,518 Confirmation No. 3534  
Applicant : John E. Lertzman, et al.  
Filed : July 2, 2003  
Title : SYSTEM AND METHOD FOR COLLABORATIVE AFFINITY  
MARKETING  
TC/A.U. : 3688  
Examiner : Michael H. Goldman  
Docket No. : 50578/C995  
Customer No. : 23363

**AMENDMENT**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Post Office Box 7068  
Pasadena, CA 91109-7068  
August 31, 2009

Commissioner:

In response to the Office action of March 3, 2009, please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 12 of this paper.